



To: Valerie Nowak, LMHC, CEO  
From: Marta Hiczewski MS, Managing Partner  
Date: January 9, 2023  
Re: Status Report – December 2022

### **Period Accomplishments – December 2022**

- **Investment Policy -**
  - Approved investment policy presented to the finance committee and the full board. Investment advisors meeting scheduled for February, 2023
- **Finance –**
  - Preparation and participation in the Finance committee meeting of December 20.
  - Communication with CCNY regarding data dictionary. We obtained the dictionary on December 20.
  - Helped Michelle prepare for the December 20 finance committee meeting and participated in the meeting.
- **Strategic Planning –** Preparation and presentation of fourth quarter update to Strategic Planning committee on December 16 and to BOD on December 21. In 2023, SP committee update meetings will be pushed out one additional week in order to provide opportunity for Champions to prepare.
- **MH Programing/Infrastructure –**
  - MH Business Plan update meeting scheduled for 12/6 (School, Collaborations and Physician Practices) – January 2023 meeting to address updates to this plan scheduled
  - CCNY data support for provider productivity meeting defined next steps – HCC team to determine scope of data required
  - MH – regular meetings provide opportunity for good discussion and a review of the process
  - Recruitment digital advertising – continued to drill down on recruitment analytics and job postings
  - Reviewed budget for Oishei Foundation funding – layout Year #1 Oishei award budget – award timeframe is April 2022 -March 2023. Year #2 – April 2023 – March 2024
  - Blue Fund Year After report completed & submitted

- **Marketing & Development –**
  - Year-End Appeal approved and sent to Marketing Tech for design, production and mailing to 1800+ individuals (Southtowns Chamber businesses, list purchased of high income HH in five near communities, others) on December 13. Results to come in January 2023.
  - OnCore Golf fundraising event – next meeting January 12.
  - Agency video and partner badges finalized for addition to website to highlight reach of organization.
  - Marketing & Development meetings – develop strategy to reach out to key companies and individual donors in support of Harmonia’s senior and mental health programs
  - Craft Network in Aging article re Pathways for Caregivers to be included in their Q1 newsletter
  
- **Organization Infrastructure –**
  - Team meetings around productivity and recruitment modeling
  - Review organizational activities and update calendar to keep on track
  
- **Senior Services –**
  - Garman Family Foundation – declined
  - Wilson Legacy Foundation “CarePanion-ship” grant conceptualized – drafted narrative and application responses for submission in early December

**Next Period Priorities – January 2023**

- **Investment policy**
  - No scheduled activity in January. Investment advisors meeting to be scheduled for February, 2023
  
- **Finance –**
  - Review draft budget with Michelle in preparation for board presentation on January 18<sup>th</sup>.
  - Meet with CCNY on January 9 to discuss the productivity report and identification of the fields the report uses. Provider productivity will support Megan – provider time utilization and Michelle – fiscal productivity.

- **MH Programing/Infrastructure –**
  - MH/Admin organization chart finalized, ongoing updating
  - CCNY – provider productivity model dashboard in process – Greg, Val, Megan, and Michelle to provide “winnowed” down report that CCNY will automate in the system. We need a data dictionary.
  - Recruitment digital ad reach, landing page and job posting analysis
  - Schedule full MH Business Plan revision in preparation for review in January 2023
  
- **Marketing & Development –**
  - Year End Appeal – CMS upload of appeal donors, review reporting
  - June Appeal – develop strategy to send out a second appeal to previous donors in Bloomerang system
  - Website update to be completed
  - OnCore Golf funder– finalize date, invitations, BOD expectations and Golf Pro
  - Southtowns strategy – identify priority businesses to make connection
  - Pitch School program story to local media
  
- **Organization Infrastructure –**
  - Revise calendar and move project along
  
- **Senior Services –**
  - Pathways for Caregivers Exhale program article to be posted on Harmonia website, shared in social media and to Southtown’s Chamber website and social
  - Layout process for Senior Services Business Plan development
  
- **Strategic Plan –**
  - Next SP Team meeting – March 3
  
- **Building –**
  - Schedule long-term projections meeting

